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ABSTRACT

The bibliography lists 56 K-adult multimedia materials relating to various aspects of consumer education. The objective is to provide curriculum planners and educators with possible audiovisual aids for teaching consumer awareness and skill development to all ages. Materials such as cassettes, filmstrips, posters, charts, slides, films, ditto masters, videocassettes, and transparencies are annotated. Topics covered are the consumer and the economy, consumer protection, the metric system, consumer educator aids, bargain jargon, money management, financial services, health, investing, food, automobiles, insurance, houses, mathematics, and shoplifting. The entries are divided according to topic and then arranged alphabetically by title. Information is given concerning physical description, length, time allotment, publisher, price, rental price, preview availability, and grade level. An annotation concludes each entry. (CK)

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BRIGHT IDEAS FOR CONSUMER EDUCATORS

by Nancy Z. Spillman

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

Nancy Spillman
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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

HARDLY a week goes by that a newspaper or news magazine does not vigorously exclaim that yet another area exists in which consumers fail to make the grade in coping with credit, automobile repairs, mail order purchases, redress, insurance, basic money management; even doom and gloom statements appear about consumer pitfalls in coping with the coming conversion to metrics.

With the apparent need for everyone to bolster their consumer skills, curriculum planners across the country have begun to develop consumer economics/education courses at all levels of education; indeed, some have begun to infuse consumer skill development into long-established disciplines, e.g., mathematics, social studies, and English.

Unlike the age-old disciplines of mathematics, history, or English, consumer economics is a young discipline with an undecided content as well as teaching techniques. Perhaps that is why consumer economics is so promising to those who have entered the field - it's a vast frontier for users as well as producers of audiovisual materials.

How can the classroom educator cultivate consumer awareness in student^s? The answer may well appear in bright moonbeams and gossamer threads: the strong beam of light generated from an overhead projector and a 16mm or 35mm projector, and perhaps from the shrill ring of a conference phone.

EE A FLASHER

First consider the overhead projector. There have been a few commercially produced transparencies for consumer economics, but by and large the homegrown variety is far more adaptable considering the diverse approaches (issues versus

problem orientation) and the wide spectrum of changing content. In light of declining media budgets, the homemade transparency can be a lifesaver as well.

Consider an introduction to "consumer rights and responsibilities." With a blank sheet of white paper, a number 2 pencil (or primary typewriter), a blank transparency, and a grease (or felt-tip) pen, you too can be a flasher of everlasting consumer wisdom.

CONSUMER RIGHTS

You have the right:

1. To Safety
2. To Choose
3. To Redress
4. To Be Heard
5. To Be Informed

CONSUMER RESPONSIBILITIES

You have the responsibility:

1. To use Goods and Services Safely
2. To Make Informed Choices
3. To Seek Redress
4. To Speak Up
5. To Use Information

If at first the consumer concepts seem reminiscent of the ol' standby "outline" so often duplicated and distributed, you're right! But consumer education by beams instead of paper bombs has numerous advantages, whether you're teaching in an intermediate school, high school, college, or adult education program: students are encouraged to write down in their notes a complete series of concepts which will be discussed during the class(es); at a glance, students know exactly what will be covered: students can organize their studies around the areas to be covered; the "outline" constrains the instructor from going "too far afield" during "tangents"; a few transparencies are considerably less costly to use each semester than several hundred reproduced copies; economically speaking, part of the cost of transmitting the information is shifted to the benefitor of the education — the student; it eliminates the chalkboard "costs" of time and dust. What may seem to be structure is essentially a framework for the implementation of other audiovisual techniques.

DING - A - LING

Even the most apathetic student will have a difficult time maintaining his/her complacency when faced with the opportunity to interchange with the director of a federal or state consumer affairs office (or some other consumer personality) during a conference phone conversation. (A year later my students are still talking about their conversation with Nobel Prize Laureate in economics, Milton Friedman, and Alfred Kahn, President Carter's chief "inflation fighter.")

A conference phone conversation is cheap, even daytime direct dialing rates (especially before 8 a.m.) are considerably cheaper than an honorarium; its a stimulating treat with a long-lasting effect; it provides students with direct involvement; it motivates students since there won't be too many other classes doing the same thing; it does take time and care to arrange; it requires electrical hook-ups and equipment. The conversation need not be a one-shot operation. By taping the entire conversation (with appropriate permissions) and replaying it after the event, or with another class, you can recap and evaluate, or stimulate and prepare for the next conversation.

IN THE DARK?

Before recounting some select sources of consumer economics multimedia, let me emphasize the value of homemade versions (idiosyncracies and all) of 35mm filmstrips by educators and students alike. When it's done with your own hands, charm and imagination can vivify even the humorless events of delinquent credit accounts and personal bankruptcies.

Here's how you can do it. Just get some blank 35mm film from a photography department, or purchase a commercially prepared "you make 'em" kit, and then with a fistful of colorful pencils you and your students can fashion

a scenario of credit calamities into a series of "this is how or how not to use credit," based upon the students' personal experiences or from an established script. Using consumer "rights and responsibilities" as a theme, your students could just as easily develop a montage of characters attempting to capture the essence of each right or responsibility.

There is not any dearth of commercially prepared filmstrips. Indeed, there are scores available, ranging from the inexpensive to the outrageously priced. Below you will discover the titles of some of the very best filmstrips, film, and multimedia kits available. Some are even free, some are cheap, cheap, cheap! Rather than cite the many materials by type of media, I have listed them by areas common to consumer education courses across the nation, whether the course is housed in the business, social science/studies, or home economics curriculum.

There is a universe of teaching techniques open to the adventuresome consumer educator who will explore the frontiers of audiovisual experimentation. Not all students get spaced out on the same techniques, but perhaps the reflections and suggestions from my own moonbeams will brighten your consumer economics classroom. If you have some specific questions on these topics, don't hesitate to write me

THE CONSUMER AND THE ECONOMY

Inside the U.S.S.R.

(Series). cassette. automatic & manual. color. 8 strips with 8 cassettes. approx. 80 fr., 18 min. ea. with tchr's guide. Educational Enrichment Materials, 357 Adams St., Bedford Hills, N.Y. 10507. 1977. #51037 \$144 ser. \$20 ea. Preview avail. Includes: An Historical Overview, Pts. I & II; Artistic Heritage; Party History and Governmental Structure, pts. I & II;

Industry and Agriculture; The many Contrast Within, Pts. I & II. Gr. 9-college. Of special interest to consumer educators is the set, "The Many Contrasts Within." The consumer's lot is far different in the USSR than in the US; these contrasts can provide stimulating and provocative discussions in classes concerned with international consumer economics.

The Role of Consumers

(Set) disc or cassette. automatic & manual. color. 2 strips with 2 cassettes. With tchr's-guide. Joint Council on Economic Education, 1212 Ave. of the Americas, New York, N.Y. 10036. 1976. #244. \$40 set. Gr. 9-college A sophisticated discussion of the role consumers play in the economy (citizen, producer, and consumer of goods and services).

What's the Difference?

40" x 40" unmounted. color. 1 chart. National Federation of Independent Business, 150 W. 20 Ave., San Mateo, Calif. 94403. 1979. free. Gr. 4-adult. This up-to-date wall poster provides a comparison of the standards of living in Washington, D.C., Moscow, and London by using the approximate worktime required to buy selected commodities in retail stores (e.g., 1 litre of milk in Washington, 7 minutes, London, 11 minutes, Moscow, 21 minutes). An extensive audiovisually oriented teacher's guide is also available from NFIB, free for the asking. You may wish to request a list of their print publications, which includes consumer-oriented materials (e.g., "The Forgotten Consumer: Hidden Costs of Government Regulation," by Murray Weidenbaum).

CONSUMER PROTECTION

Advertising and the Public Interest/The Modern Corporation and Social Responsibility/Can Regulatory Agencies Protect the Consumer?/The Saccharin Ban: Risks and Benefits. 4 audiocassettes or 4 videocassettes. 50 min. ea. with printed text. American Enterprise Institute for Public Policy Research, 1150 17th St., N.W., Washington, D.C. 20036 1976, 1972, 1971, 1977.

Audiocassette: \$7.50 ea.; videocassetts: \$1⁰5 ea. (preview: \$26 ea.); printed text: \$2-\$5.75 Gr 9-college. Each topical consumer issue is critically analyzed by a roundtable of experts, advocates, and adversaries. The audiocassettes are an especially helpful medium for bringing sophisticated issues to the classroom inexpensively.

Consumer Be Warned: Frauds and Deceptions

Cassette. automatic & manual. color. 1 strip with 2 cassettes. 90 fr., 14 min. ea. with tchr's guide. Prod: Jacoby/Strom Prods. Dist. Current Affairs, 24 Danbury Rd., Wilton, Conn. 06897 1972 #381. \$30. Preview avail. Gr. 9-adult. In addition to the sound filmstrip, the second cassette provides candid interviews with government officials, business, and consumers.

Testing For Public Safety

Color. 15 slides with script, tchr's guide. Underwriters Laboratories, 207 E. Ohio St., Chicago, III 60611. #S-1 free. Gr 9-adult, UL has prepared this slide set to offer educators insight into lab testing of products for public safety. Write UL for a list of other free print and nonprint classroom materials.

Who Protects The Consumer?

3/4" videocassette. color. 58 min. plus 30 min. questions and answers with tch'rs guide, transcript. Harcourt Brace Jovanovich, Attn. Irene Smith, 757 Third Ave., New York, N.Y. 10017, avail. Jan 1980. \$450. Free preview of 12 min. sampler. Gr. 9-college. The world-renown Nobel Laureate, Milton Friedman, captivates his viewers with an economics-based market analysis of consumer issues and problems (energy, pharmaceuticals, airlines, food, advertising, regulation), Prof. Friedman characteristically carries his analysis to a predictably valid set of conclusions. One of a series of 15 videotapes entitled Milton Friedman Speaks, this stimulating, unique variation on a commonplace theme is well worth the price. Check the other titles in the series, you'll find them to be of interest as well.

Your Rights - Make the Most of Them

(Set) disc or cassette automatic & manual, color, 2 strips with 2 discs or 2 cassette range: 88-92 fr., 14-16 min. tchr's guide. Guidance Associates Communications Park Box 300, White Plains, N.Y. 10602.1977. \$59.50 set, Preview avail. Gr. 9-college. Each consumer situation provides students with an open-ended opportunity for righting a real or imagined consumer problem.

MAKING IT WITH METRICS

Metrics, Litres, and Grams

16mm color. 11½ min. General Motors Corp., GM Film Library, Rm. 101, GM Bldg. Detroit, Mich. 48202.1975. \$35.(avail. on free loan from GM). Gr 4-adult. This award-winning animated film humorously introduces the simplicity of the International System of Units, better known as the metric system. It would be difficult for a consumer educator to find another medium as accurate, appealing, and inexpensive.

Metric System: Impact on Society

(Set). disc or cassette. automatic & manual. color. 2 strips with 2 discs or 2 cassettes, range: 81-89 fr., 13-14 min. with tchr's guide. Prod: Associated Press. Dist: Prentice-Hall Media, 150 White Plains Rd., Tarrytown, N.Y. 10591 1977. \$52 set. Preview avail. Gr 4-adult. Presented in the form of an Associated Press Special Report on metrics, this set provides a broad background to the metric conversion process in the U.S.

Moving to Metric

(Kit) metric measuring cup; dry measure utensils; ruler; 3 wall posters; 10 ditto masters; 12 temperature decals with tchr's guide. Corning Glass Works, Consumer Information. Dept. E-1, 400 Creekside Dr., Tonawanda, N.Y. 14150 1977 \$12. A complete hands-on introduction to metrics in consumer life.

For additional information on metrics and the consumer, write the following organizations for a list of their publications:

U.S. Metric Association, Inc., Sugarloaf Star Route, Boulder, Colo. 80302

American National Metric Council, 1625 Massachusetts Ave., N.W., Washington, D.C. 20036

Metric Information National Bureau of Standards, Washington D.C. 20234

Consumer Information Services, D/703, Sears, Roebuck & Co., Chicago, Ill. 60684 (ask for a free copy of "An Educator's Guide to Teaching Metrication")

CONSUMER EDUCATOR AIDS

Create a Filmstrip Kit

Plastic storage case; 200' role of 35mm film; 8 multicolored pens; 6 polycons for film storage; 10 film guides; correction fluid; 40 swabs; 1 splicing kit; instructions. Barry Instrument Corp., 1156 N. Batavia St., Orange, Calif. 92667. \$13.50. Here's an opportunity for student-group participation in the direct development of audiovisual materials.

U-Mail Filmstrips

30 frame sheets. Audio-Visual Accessories and Supplies, 196 Holt St., Hackensack, N.J. 07602. kit for 1 filmstrip: \$5.95; kit for 12 filmstrips: \$69.95. Gr 1-12. Both students and educators can produce their own 30-frame filmstrip or set of 12 slides by composing images or words on the back of 30-frame sheets, sending the sheets in a pre-addressed mailing envelope to U-Mail Filmstrips, and having their very own filmstrips to present to the class. The company does the processing in 24 hours with black-and-white images. Students can vivify the strips with colored marking pens.

Working on Your Techniques: The How To's of Consumer Education

3/4" videocassetts color 20 min. Atlantic Richfield Co., Consumer Affairs Dept., 515 S. Flower St., Los Angeles, Calif. 90071 1978. free loan Gr tchr. ed. Two professional consumer educators, Nancy Z. Spillman and Herbert Jelly,

explore the issues in consumer education today, including evaluations of various resource materials, mandated consumer education, and interdisciplinary vs. single-discipline curricula. Useful for educator in-service workshops.

BARGAIN JARGON

Consumer Choice

(Kit) 1 color strip with 1 cassette: 133 fr., 24 min.; simulation game; worksheets, with tchr's guide. Proctor & Gamble Co., Educational Services Box 14009, Cincinnati, Ohio 45214. 1978. \$7. Gr 7-12. The classroom-tested program is designed to provide a springboard for discussion of the role of consumers in the marketplace, how business responds to changing consumer needs and wants, and the nature of the market ceremony.

Consumer Con Capers

16mm or videocassette. color. 23 min. with tchr's guide. Pyramid Films, Box 1048, Santa Monica, Calif. 90406. 1976. #0788 16mm: \$350 (Rental: \$35); videocassette: \$265. Preview avail. Gr 9-12. In an amusing manner, the five most common frauds and consumer pitfalls are realistically demonstrated.

Consumer Economics and Personal Finance

(Series). 14 cassettes (28 tracks). range: 25-30 min. with correlated student syllabus, key to syllabus, tests and keys. National Book Co., Educational Research Assocs. 333 S.W. Park Ave., Portland, Ore. 97205. 1974. #100000. \$191.80 ser. Gr 4-adult. A complete course in applied economics of purchasing, especially designed for individualized instruction. Topics include: Employment and Income, Budgeting, Bank Services, Credit, Advertising, Food, Drugs, and Cosmetics, Clothing, Housing, Furniture and Appliances, Autos, and Rights and Responsibilities.

Consumer Economics: A Guide For Young People

(Series). cassette. automatic & manual. color. 6 strips with 6 cassettes. range 61-68 fr., 10-12 min. Q-Ed Productions, Box 4029, Westlake, Calif. 91359. 1977. #CEE10. \$99.50 ser. Preview Avail. Includes: Needs and Wants; Shopping for Toys; Packaging and Labeling; A Word from the Sponsor; Values and Life Styles; Consumer Ecology. Gr 1-6. This series is designed for elementary children. The children of multi-ethnic backgrounds begin to experience together the nature of the economy and how they as consumers function in it.

Consumer Survival Kit

(series). 3/4" videocassettes. 30 min. ea. with handbook. Maryland Center for Public Broadcasting, Owings Mills, Md. 21117. \$100 ea. (Rental: \$25 ea.) Gr 9-adult. The Consumer Survival Kits have been running on public broadcasting stations since 1975. Scores of 30-minute programs have been produced on topics ranging from funerals to advertising, appliances to auto repair, plants to sports equipment, mail order sales to supermarket, retirement planning to nursing homes. There is hardly a consumer topic which they have not analyzed with uncommonly good sense, humor, and sensitivity. There is also a handbook for each kit which includes readings, additional sources of information, and key points of interest. Write to the Center for a complete list of available videotapes. Each kit is excellent!

Consumertapes

(Series). 6 cassettes. approx. 24 min ea. with guide, vinyl binder. Source Tapes Div. of Visual Education Corp., Box 2321, Princeton, N.J. 08540. 1979 #5605G. \$67 ser. Includes Budgeting: How to Stretch Your Dollar/Borrowing; How and Where To Go; Getting Credit; How to Spend Money You Don't Have /Gyps and Frauds; How to Detect Them; Health Frauds: How to Detect Them/Fighting Back: How to Handle Complaints; Advertising: How to Read Between the Lines/

Comparison Shopping: How to Get the Most for Your Money; Buying a Car: How to Get the Most Mileage for Your Money/Housing: How to Buy or Rent Living Space; Major Appliances: How to Get Your Money's Worth/Insurance: How to Understand a Policy. Gr 9-adult. These revised tapes provide a wide assortment of topics, each of which explores the techniques of comparative shopping-food, insurance, housing, credit, automobiles, major appliances-as well as personal financial planning and techniques for analyzing advertising.

Shopper's Guide

Color. 1 strip. 57 fr. with script. Prod. U. S. Dept. of Agriculture. Dist. Photo Lab Inc. 3825 Georgia Ave., N.W., Washington, D.C. 20011. #C145. \$6.50
Gr. 4-adult. An inexpensive way to introduce students to cost-saving techniques when purchasing at the supermarket doing laundry, buying carpeting, and using credit. Useful, accurate, and cheap!

What's Behind a Warranty?

(Kit). 1 color strip with 1 cassette: 68 Fr., 20 min.; 6 duplicating masters; 20 flashcards; 2 wall charts. with tchr's guide. Corning Glass Works, Consumer Information Dept. E-1, 400 Creekside Dr., Tonawanda, N.Y. 14150-1977. \$16
Gr 7-12. The kit provides students with printed and visual materials to aid their understanding of the rights and responsibilities of manufacturers, retailers, and consumers under current federal warranty legislation. Using Corning products as the basis for explanations, the kit offers a variety of techniques for insuring that students understand the process of pre-purchase information gathering.

MONEY MANAGEMENT, CREDIT, AND FINANCIAL SERVICES

Checking Out Checks

Cassette. automatic & manual. color 1 strip with 1 cassette. 35 fr., 6 min.
with 35 copies of comic book: The Story of Checks, 4 duplicating masters, tchr's

guide. Federal Reserve Bank of New York, Public Information Dept., 33 Liberty St., New York, N.Y. 10045. 1977. \$12.50. Gr 10-12. A short, crisp introduction to the flow of checks through the commercial banking system. The supporting comic book on checks will be of special value to junior high students.

Consumer Economics with Nettie Mooselock/Banking

16mm. color 22 min. with guide. Churchill Films, 662 N. Robertson Blvd., Los Angeles, Calif. 90069. 1977. \$330. Gr 4-adult. Basic consumer banking concepts are amusingly presented in anecdotal form; a young and inexperienced girl is taken under the wing of the acidulous Nettie.

A Helping Hand

Cassette. automatic & manual color. 1 strip with 1 cassette. 128 fr., 15 min with guide. National Consumer Finance Association, 1000 16th St., N.W., Washington, D.C. 20036. 1977. free loan. An insightful view into the consumer finance manager, the role of the industry and its consumers are examined with empathy and concern. The unit could be used as a springboard for discussion of the credit-finance industry or as career insight. The Association produces many free and inexpensived printed teaching aids-all accurate and well done. Write for their publication list.

Money Management

(Series). disc or cassette. automatic & manual. color. 6 strips with 6 discs or 6 cassettes. approx. 40 fr. ea. with tchr's guide. BFA Educational Media 2211 Michigan Ave., Santa Monica, Calif. 90406. \$104 ser. Preview avail. Includes: The Bank Loan; The Finance Company; The Credit Union; Charge Account Applications; Charge Cards and Charge Statements; The retail Merchant's Credit Association. Gr 9-12. The series provides the basics of wise borrowing from various sources of credit. The various types of interest as well as annual percentage rate are described.

Money Management Filmstrip Library

(Series). cassette. automatic & manual. color. 4 strips with 4 cassettes. range: 84-93 fr., 16-20 min. with ditto masters tchr's guide. Money Management Institute, Household Finance Corp., 2700 Sanders Rd., Prospect Heights, Ill. 60070. 1970-1978. \$15 ser., \$3.50-\$4.50 ea. Includes: Money Talks; Be Credit-Wise; Food Dollars and Sense; Wheels, Deals and You. Gr. 4-adult ed. Provides a wide variety in topics for consumer education classes. Case studies as well as typical consumer situations are used to develop wise decision-making. In addition to the inexpensive filmstrips, MMI offers a variety of pamphlets at modest prices. Write for their program brochure.

Money Management Kit

4 cassettes: approx. 30 min. ea. - Laws That Protect the Credit Consumer, Bankruptcy, People in Trouble with Credit, The Dynamics of Credit, Shopping for Money, The Credit Decision, Lending Institutions, The Lender/Creditor Relationship; credit union money and insurance game; federal guidelines for consumer education; 25 money management calendars; curriculum guide for personal finance. with tchr's guide. Credit Union National Association (CUNA), Mutual Insurance Group, 5910 Mineral Point Rd., Box 391, Madison, Wisc. 53701. \$9.95 Gr. 4-adult. Sponsored by the credit union industry, this kit is exceedingly well developed and provides a variety of points of view. It's a genuine bargain in consumer education and can be used in a variety of classroom strategies. CUNA also provides educators with a periodic newsletter, The Advisor free for the asking. It offers teaching tips, conference information, and general credit union happenings.

To Your Credit

16mm or videocassette. color. 15 min. Baker Productions, 1600 Walnut, Philadelphia, Pa. 19103. 1978. 16mm: \$85; videocassette: \$105 (free loan from Association Films or your local Federal Reserve Bank). Preview avail. Gr 9-college. An excellent overview of current consumer credit legislation. The film is accurate

and entertaining.

Truth in Lending

Disc. automatic. & manual. color 1 strip with 1 disc. 18 min. Prod: Mazin Wyckoff Co. Dist: Free Loan from Local Federal Reserve Banks. 1968. free loan. Preview avail. Gr 4-12. In non-technical terms, this classic filmstrip covers the legal aspects of truth-in-legislation point-by-point. It is accurate and still up-to-date. When writing your local Federal Reserve Bank about the availability of AV materials, ask for a list of their printed consumer credit publications. The Board of Governors of the Federal Reserve System, Washington, D.C. 20551, has recently produced an excellent compendium on credit, "Consumer Handbook to Credit Protection Laws," 46-pages and available free in class sets.

TO YOUR GOOD HEALTH

All about Teeth: Oral and Dental Hygiene

(Set). cassette. automatic & manual. color. 2 strips with 2 cassettes. approx. 40 fr., 12 min. ea. with tchr's guide. Educational Dimensions Group, Box 126, Stamford, Conn. 06904. 1978. #542. \$40 set. Preview avail. Gr 1-10. Consumer health has been one of the neglected area in consumer education. As a teaching supplement, this set can be used to enhance class discussions or used on an individual basis. With rising dental and medical costs, one way to lower the medical bills is through preventive consumer health - and the elementary grades are a good place to begin.

Healthy Hair and Scalp

With Hillard H. Pearlstein, M.D. 1 cassette. 30 min. Soundwords, 56-11 217th St., Bayside, N.Y. 11364. 1977. \$995. Gr 9-adult.

The Doctor Talks To You About Headaches

With David Codden, M.D. 1 cassette 50 min. Soundwords, 56-11 217th St., Bayside

N.Y. 11364. 1976. \$9.95 Gr 9-adult. These selected tapes are only two from a wide selection of Soundwords 80-tape Health Library. Each tape clearly and with little medical jargon describes various medical problems and how to prevent them.

Shopping For Health Care

(Set from Consumer Skills Series). disc. or cassette. automatic & manual. color. 2 strips with 2 discs or 2 cassettes. range: 92-107 fr., 17-18 min. with tchr's guide. Guidance Associates, Communications Park, Box 300, White Plains, N.Y. 10602. 1976 #6119-1320 \$59.90. Preview avail. Gr 9-adult. These filmstrips introduce the various kinds of health facilities generally available and offer decision-making guidelines for making efficient health choices.

INVESTING FOR TOMORROW

Disney's Wide World of Economics and Enterprise

(Kit). 5 color strips with 5 discs or 5 cassettes - Huey, Dewey and Louie Learn the Basics of Enterprise, Learn the Cost of Starting a Business, Learn How to Meet Consumer needs, Learn How to Expand Their Business, Learn About Selling Stock in Their Company; 35 comic books; 1 game with board and game cards; 12 spirit masters with tchr's guide. Walt Disney Educational Media Co., 500 S. Buena Vista St., Burbank, Calif. 91512. 1979. #69-0500Q. \$129. Preview avail. Gr 4-6. A delightful adventure in creating a business from scratch. Huey, Dewey, and Louie-old friends to every youngster-learn the basics of enterprise, cost of starting a business, meeting consumer needs, expanding their business, and selling stock in their enterprise. Economically accurate, commanding in active student participation, and captivating in its charm.

Fergi Builds a Business

(Series). disc or cassette. automatic & manual. color. 8 strips with 8 discs or 8 cassettes. range: 64-72 fr., 8-10 min. with tchr's guide. Walt Disney Educational Media Co., 500 S. Buena Vista St., Burbank, Calif. 91521. 1977. #63-8073K. \$157 ser. Preview avail. Includes: If the Fergi Fits, Wear It; Fergi Goes Inc.; Fergi Diversifies; Fergi Meets the Challenge. Gr 8-adult. Demonstrates the application of basic economics and the principles of free enterprise. Various business organizations are described as several youngsters go into business and encounter typical business failures and successes. Well done!

A Sound Investment

Cassette. automatic & manual. color. 1 strip with 1 cassette. 114 fr., 14 min. with tchr's guide, text. Securities Industry Foundation for Economic Education, 490 L'Enfant Plaza East, S.W., Washington, D.C. 20024. 1978. \$15; slide format: \$70. Gr 9-12. Using real life characters, this unit explains the role of investment in a market economy, how and why individuals would want to invest in the stock market, and the nature of capital formation. For additional print materials on investments, write: Educational Services, The New York Stock Exchange, 11 Wall St., New York, N.Y. 10005.

FOOD FOR THOUGHT

Food Dollars and Sense

See listing under Money Management, Credit, and Financial Services.

How to Buy Beef

Cassette. automatic & manual. color. 1 strip with 1 cassette. 33 fr. with tchr's guide. Prod: U.S. Dept. of Agriculture. Dist: Photo Lab Inc., 3825 Georgia Ave., Washington, D.C. 20011. #C123. \$10.50. Gr 9-adult.

How To Buy Poultry

Cassette. automatic & manual. color. 1 strip with 1 cassette. 80 fr. with tchr's guide. Prod: U.S. Dept. of Agriculture, Dist: Photo Lab Inc., 3825 Georgia Ave., Washington, D.C. 20011. #C202. \$13.50 Gr 9-adult. In periods of rising prices for protein products, these two colorful, well-done, and accurate filmstrips can aid the thrifty consumer. Write for their catalog of inexpensive AV materials, many of which relate to food purchases.

The Inside Story of Fresh Citrus Fruit

Cassette. automatic & manual. color. 1 strip with 1 cassette. 75 fr. with tchr's guide. Sunkist Growers, Consumer Services, Box 7888, Van Nuys, Calif. 91409. 1975. \$2.50. Gr 4-adult. An inexpensive program which answers many questions you may have about citrus products, including the economics of production, advertising, weather, transportation, and marketing. Sunkist is the nation's largest cooperative producer of citrus fruits.

Read the Label, Set a Better Table

16mm or videocassette. color. 14 min. Prod: U.S. Food and Drug Administration Dist: National Audiovisual Center, General Services Administration, Washington, D.C. 20409. 1974. #005695/RL. 16mm: \$81.25; videocassette: \$80. Gr 4-12. A delightful demonstration of how consumers can get more value for their food dollars by reading food labels. The film also explains the meaning of various nutrients listed on food labels. Narration is amusingly done by Dick Van Dyke. The Food and Drug Administration, 5600 Fishers Lane, Rockville, Md. 20852, has a publication by the same name (#76-2049) available free and in class sets. Write the NAC for a copy of their "Consumer Education List" of AV materials.

ROLLING ALONG ON WHEELS

How to Squeeze More Miles from Your Car

16mm. color. 15 min. Walter J. Klein Co., Ltd., 6301 Carmel Rd., Box 220766, Charlotte, N.C. 28222. 1976. \$275 (free 24-hr. loan). Gr 9-adult ed.

Sponsored by Gatsun, this easy to understand, non-technical film presents many helpful suggestions on how to get more value from your car at less cost. Well done.

Wheels and Deals: Buying Cars and Motorcycles

Cassette. automatic & manual. color. 1 strip with 2 cassettes. 90 Fr., 14 min. with tchr's guide. Prod: Jacoby/Strom Prods. Dist: Current Affairs, 24 Danbury Rd., Wilton, Conn. 06897. 1972. #379. \$30. Preview avail. Gr 9-adult. Key aspects of purchasing an auto or a motorcycle are covered in careful detail. In addition to the sound filmstrip, the second cassette provides candid interviews.

Wheels, Deals and You (strip in Money Management Filmstrip Library Series)

See listing under Money Management, Credit, and Financial Services.

SHARING YOUR RISKS

Insurance: What It's About

16mm. color. 21 min. with tchr's guide. Film Fair Communications, 10900 Ventura Blvd., Studio City, Calif. 91604. 1975. #276. \$320. Preview avail. Gr 4-adult. A light, humorous adventure with Father Time as he encounters people who need insurance.

You and Your Automobile Insurance

Cassette. automatic & manual. color. 1 strip with 1 cassette. 86 fr., 13 min. with tchr's guide. Educational and Consumer Relations Div., Insurance

Information Institute. 1979. \$10; slide format: \$20. Gr 9-adult.

You and Your Home Insurance

Cassette. automatic & manual. color. 1 strip with 1 cassette. 86 fr., 13 min. with tchr's guide. Educational and Consumer Relations Div., Insurance Information Institute, 110 William St., New York, N.Y. 10038. 1979 \$10; slide format: \$20. Gr 9-adult. The program on car insurance discusses the coverage which apply to personal injuries and those which apply to property damage. The information is straightforward and non-technical. Rate-making and cost-saving are also suggested. Home insurance is given similiar treatment in the other program. Coverage for apartment renters and condominium and mobile home owners is also provided. The Institute has an extensive list of free and inexpensive print materials. Write for their publications list.

HEARTH and HOME

Practical Skills for the Homemaker

(Series). cassette. automatic & manual. color. 5 strips with 5 cassettes. range: 90-104 fr., 14-18 min. with tchr's guide. Centron Corp., 1621 W. 9th St., Box 687 Lawrence, Kans. 66044. 1974. #473060. \$82.50 ser. Preview avail. Includes: How to Paint Interior Walls; Hang Wallpaper; Refinish Wood Furniture; Make Simple Plumbing Repairs; Make Minor Electrical Repairs. Gr 9-adult. With the cost of minor household repairs increasing, consumers can find inexpensive ways to do the jobs-with their own hands. The tasks are shown to be simple and not too time consuming.

Selecting a House Plan

Cassette. automatic & manual. color. 1 strip with 1 cassette. 47 fr. with tchr's guide., text Prod: U.S. Dept. of Agriculture. Dist: Photo Lab Inc., 3825 Georgia Ave., Washington, D.C. 20011. #C163. \$10.50. Gr 9-adult. For those who can afford to purchase a home, this unit provides useful insights into the selection process. The printed guide poses key questions to be answered before buying your dream house.

The World at Your Feet

16mm. color. 15 min. Walter J. Klein Co., Ltd., 6301 Carmel Rd., Box 220766, Charlotte, N.C. 28222. 1977. \$275 (free 24-hr. loan) Gr. 9-adult ed. Sponsored by Masland Carpet Co., this brief film explains how to buy a carpet, emphasizing fashion, color, and quality.

CONSUMER COMPUTATIONS

Consumer Math Cassettes

(Series). 12 cassettes. 30 min. ea. with 12 spirit masters, tchr's guide. Math House, 413 Cottage Ave., Glen Ellyn, Ill. 60137. rev. 1979 #002-A. \$139.50 ser. Gr 8-10. A well organized set of student-oriented lessons designed to involve active student participation in computing typical consumer math problems, e.g., car loans, taxes, checkbook balances, and housing costs.

Math For the Young Consumer

(Series). cassette. automatic & manual. color. 4 strips with 4 cassettes. approx. 10 min. ea. with tchr's guide. Prod: Activity Records. Dist: Educational Activities, Box 391, Freeport, N.Y. 11520. 1976. #FSC 486. \$64 ser. Preview avail. Includes: What is a Sale and Is it Real?; Understanding the Supermarket; Understanding Money; Earning Money. Gr 1-6. A light introduction for elementary students into basic computation for buying, working with money, and earning an income.

SHOPLIFTING

Shoplifting

(Set). disc or cassette. automatic & manual. color. 2 strips with 2 discs or 2 cassettes. range: 81-84 fr., 12 min. ea. with tchr's guide. Prentice-Hall Media, 150 White Plains Rd., Tarrytown, N.Y. 10591. 1977. \$52 set. Preview avail. Gr 9-adult. The set addresses an increasingly costly consumer and social problem.

Case studies as well as interviews are used to discuss ways of reducing this costly problem

Shoplifting-It's a Steal

16mm. color. 15 min. General Mills, Consumer Affairs, Film Center, Box 1113, Minneapolis, Minn. 55440. \$125. Preview avail. Gr 9-adult. This award-winning film is a penetrating exposure to teenage involvement in shoplifting. Write General Mills for their complete list of consumer education teaching aids, including items on credit and food.

Stamp Out Shoplifting (SOS)

Kit. 19. color overlay transparencies; 4 posters; 1 bulletin board kit; 2 strips with 2 cassettes: 99 fr., 22 min. ea. with tchr's guide. Kathleen Morrow McPherson, HEW 436, Oklahoma State University, Stillwater Okla. 74074. 1979. \$125. Gr 6-adult ed. These creative materials are a truly unique method for presenting the issues and problems involved in shoplifting. Emphasis is placed on the teenager and not educate the youngster about the consequences of this costly consumer crime. The classroom testing of this kit by its developer, Ms. McPherson, is described in an article by her, "Shoplifters Are Ripping Us Off-Daily" (Consumer Education Forum, Winter 1979). For a copy, send a stamped, self-addressed envelope to Nancy Z. Spillman, Editor Consumer Education Forum, Los Angeles Trade-Technical College, 400 West Washington Blvd., Los Angeles, Calif. 90015